

## **Invitation to Tender for the Rebranding of The Low Carbon Innovation Fund (ERDF Ref: ERD/09/018)**

Experienced organisations are invited to tender to the University of East Anglia for the Rebranding (preparation of the re-launch) of the Low Carbon Innovation Fund project as defined below. PLEASE NOTE THAT THIS IS A REVISION OF A PREVIOUSLY ISSUED TENDER. PREVIOUS APPLICANTS ARE INVITED TO APPLY.

Tenders should not exceed **£15,000 (inclusive of VAT)**

The applicant will be expected to demonstrate value for money in the delivery of all aspects of the brief.

### **Context:**

The Low Carbon Innovation Fund is a regional venture capital fund using £12.5M of European Regional Development Funds (ERDF), and is a Financial Engineering Instrument of strategic importance within the East of England. It is operated by the Low Carbon Innovation Centre at UEA.

The Fund has recently received £4.5M additional funding to expand its remit to include the Creative Industries and is seeking to rebrand to coincide with these changes. The timeframes for implementation of the new brand will be short and tendering organisations will be required to evidence their ability to work to tight deadlines.

### **Background:**

The Low Carbon Innovation Fund is an equity investment fund for small to medium sized enterprises in the East of England. It is for businesses that are seeking funding to grow their business in a low carbon manner and/or products low carbon goods and services.

It launched in September 2010, pump-primed with £8M ERDF which is to be matched with at least £12M of private sector investment and has recently has expanded to £12.5M from ERDF to be matched with £17M co-investment. The project runs until December 2015.

The project has received approval from EEDA, DCLG, BIS and ERDF and therefore subcontractors are required to operate within the guidelines of these organisations and adhere to the relevant regulations.

See [www.lowcarbonfund.co.uk](http://www.lowcarbonfund.co.uk) and <http://www.communities.gov.uk/regeneration/regenerationfunding/europeanregionaldevelopment/eastengland/>

### **Aims:**

The applicant will be required to develop a new brand identity and a marketing strategy that enhances the performance of the project and helps it meet its delivery targets.

The new brand should be appealing to all stakeholders including the funders (ERDF), the co-investors (Business Angels, High Net Worth Individuals, other funds etc.) and the applicants

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(SME's within the East of England from a range of sectors including the creative industries sector and technology sectors).

The purpose of the new brand is to ensure a high level of applications to the Fund is maintained throughout its duration, and that news and outcomes are regularly communicated to all audiences (business, investors, public etc.).

The UEA has procured a Fund Manager who will be involved in the consultation process and the new brand will require approval from the funding authority.

The applicant should describe in detail how they would approach the design of the new brand and provide a strong marketing strategy. The proposal should include the methodology that will be used and an action plan including the processes, a timetable and reporting and budget breakdown for the work.

Items that will be required;

- A new brand identity that will work in all forms of media and for all stakeholders
- The new brand should be able to support logos from key stakeholders
- Design of marketing materials such as (but not limited to);
  - Pull up banner
  - Website
  - E – newsletter
  - Press folders and inserts (case studies)
  - A4 leaflet

(These will be purchased from a separate budget)

- Marketing strategy (this should be priced as a separate item) to include a timetable of marketing activities covering the life span of the project (to December 2015)
- Input into the marketing of an event to re-launch the fund and showcase the new brand

#### The Work:

The applicant should be available to begin early 2012 and should be available to assist with the re-launch of the Fund Spring/Summer 2012.

The applicant will work with the LCIF delivery team at UEA.

#### Management of the Tender:

The contract will be awarded by the University of East Anglia. The applicant will be bound by confidentiality. Payment will be made upon satisfactory completion of contract.

#### Budget:

Tenders should not exceed **£15,000 (inclusive of VAT)**

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## Requirements:

The selection criteria and areas to be covered by the tender are;

<b><u>Selection Criteria/Tender Sections</u></b>	<b><u>Required</u></b>	<b><u>Weighting</u></b>	<b><u>No. of Words</u></b>
<b>A) Experience:</b>	Examples demonstrating; <ul style="list-style-type: none"> <li>- Creating brand identity</li> <li>- Design for multi-media projects</li> <li>- Experience of marketing and branding within the business finance sector</li> <li>- Marketing to SMEs from a variety of sectors including technological and creative industries</li> <li>- Knowledge of the East of England region and regional/local business networks</li> <li>- Familiarity with the HE sector</li> <li>- Understanding of ERDF funding activities within the East of England</li> </ul>	25%	750
<b>B) Fees</b>	<ul style="list-style-type: none"> <li>- Value for money – i.e. ‘most economically advantageous to the fund</li> </ul>	25%	300
<b>C) Ability</b>	Overall Track record – provide examples of relevant work to support this application	10%	300
<b>D) Management of Conflict</b>	Highlight any conflicts you believe might occur and how they will be managed	5%	300
<b>E) Capacity and Team Members</b>	Describe the resources that you will devote to the proposed activities including; <ul style="list-style-type: none"> <li>- Delivery team – the size and experience of the team</li> <li>- Identify the staff who will be working on the project</li> <li>- Ease of contact with Fund Operator (UEA, Norwich)</li> </ul>	10%	
<b>F) Methods and Methodology</b>	Describe how you will approach the task to rebrand the Low Carbon Innovation Fund - including timeframes, no. of contact meetings required and background information required from UEA.	25%	1000

## Format and Deadlines for Submissions:

We invite your written tender proposing how you would approach this project. Completed tenders must be submitted to Lucie Waterman, Low Carbon Innovation Fund, NRPIC, Colney Lane, Norwich NR4 7GJ by post or [l.waterman@uea.ac.uk](mailto:l.waterman@uea.ac.uk) by email by 5pm on 4th January 2012.

It is entirely the applicant's responsibility to ensure that tenders are delivered by the deadline. Unless stated otherwise, this will be at 5pm on the specified date.

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Please note that the requirements of open and competitive tendering prevent the acceptance of late submissions at any stage or under any circumstances.

Please contact Lucie Waterman on 01603 591366 if you have any queries about submission of forms.

Appraisal and Selection:

A one stage process will be used to appraise and select from tenders for contracts.

Please ensure that you respond to each point fully. Your response should include a section addressing each of the above selection criteria, according to the given word limits. Visual samples may also be supplied as examples of previous work.

Notification of Outcome:

All organisations will be notified of the outcome of their tenders. The UEA is not bound to accept the lowest, the recommended or indeed any tender. A final decision on the award of contracts will be subject to the satisfactory outcome of any negotiations, or any outstanding issues being resolved. Approval of the award of contracts will be made by LCIF Executive Team.

Successful applicants will be offered a contract with the UEA based on the tender submitted and will be expected to deliver the activities and outputs specified. All expenditure and activity must be completed by the date stated in the tender specification.

Unsuccessful applicants will be given feedback if they request it. However, this will be limited due to time constraints and may be provided by telephone.

**Deadline for receipt of tenders:** 5pm on 4th January 2012.

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